

Video Rubric

Video Title _____ Video Artist _____

Date: _____ Rater Name _____

Storytelling

- ☐ Exceptional: Video is presented in an innovative and engaging fashion and has identifiable movement and theme.
- ☐ Accomplishes: Video has an identifiable movement and clear theme.
- ☐ Developing: Video has clear theme but no identifiable movement.
- ☐ Beginning: Overall theme is vague and unfulfilled.
- ☐ N/A: Rough cut incomplete and not ready for scoring

Comments about story:

Clarity of message

- ☐ Exceptional: The video is thought-provoking and has a clear and consistent message.
- ☐ Accomplishes: The video has a clear and consistent message.
- ☐ Developing: The video has a clear message but may have one or two elements that do not seem to be related to it.
- ☐ Beginning: The message of the video is somewhat muddy or vague due to poor organization of information.
- ☐ N/A: Rough cut incomplete and not ready for scoring

What message did you see in the video? Did it impact you?

Style:

- ☐ Exceptional: Video contains unique, engaging, and consistent aesthetic choices. Visual and audio elements contribute to the delivery of the theme.
- ☐ Accomplishes: Video contains consistent aesthetic choices. Visuals and audio elements contribute to the delivery of the theme.
- ☐ Developing: Video contains consistent aesthetic choices but choices do not fully support the theme.
- ☐ Beginning: Video contains inconsistent aesthetic choices that do not support the theme.
- ☐ N/A: Rough cut incomplete and not ready for scoring

Comments about style :

Camera:

- ☐ Exceptional: Camerawork is intentional and supports the storyline. Video contains technically proficient composition, camera movement
- ☐ Accomplishes: Composition and camera movement are technically proficient, but do not consistently contribute to storyline.
- ☐ Developing: Composition and camera movement are technically inconsistent and do not consistently contribute to storyline.
- ☐ Beginning: Shots are unsteady or unintentionally out of focus, and do not consistently contribute to storyline.
- ☐ N/A: Rough cut incomplete and not ready for scoring

Comments about camera:

Sound:

- ☐ Exceptional: Sound mix is cohesive and supports the story. Audio levels are consistent; subjects can be heard and understood very clearly;
- ☐ Accomplishes: Sound mix is not always effective. Audio levels are consistent; subjects can be heard and understood very clearly.
- ☐ Developing: Sound mix does not specifically support the story. Audio levels are inconsistent; subjects can not always be heard and understood.
- ☐ Beginning: The sound quality is poor making it hard to hear/understand the subjects and story.
- ☐ N/A: Rough cut incomplete and not ready for scoring

Comments about sound:

Lighting and Exposure:

- ☐ Exceptional: All scenes have sufficient lighting for viewer to easily see action. Additional lighting is used to eliminate shadows and glares. Picture is not backlit; picture is white balanced.
- ☐ Accomplishes: Most scenes have sufficient lighting to tell what is happening. Few shadows or glares are apparent.
- ☐ Developing: Some scenes are too dark or too light to determine what is happening. Some shots are over or under exposed.
- ☐ Beginning: Most scenes are too dark or too light to determine what is happening. Shots are over or under exposed.
- ☐ N/A: Rough cut incomplete and not ready for scoring

Comments about lighting:

Editing:

- ☐ Exceptional: Pacing and rhythm enhance the story and themes. Selected shots tell the story effectively.
- ☐ Accomplishes: Pacing and rhythm are adequate. For the most part, selected shots tell the story effectively, but shots remain that are not relevant to the story.
- ☐ Developing: Pacing and rhythm are inconsistent. Story comes through but all shots are not relevant to the story.
- ☐ Beginning: Pacing and rhythm are not addressed in the editing. Many shots remain that are not relevant to the story.
- ☐ N/A: Rough cut incomplete and not ready for scoring

Comments about editing: